SEO Checker
User manual

1 INTRODUCTION 4

2 INSTALLATION 5
2.1 Install a license 5
2.2 Give a user access to SEO Checker 6

3 SEO CHECKER FOR CONTENT EDITORS 7

4 VALIDATE PAGES 8
4.1 Manual validation 8
4.2 Automatic validation 8
4.3 Validation queue 9

5 ISSUE OVERVIEW 10
5.1 Validation issues 10
5.2 Inbound link errors 11
5.3 Configuration errors 12
5.4 Delete and ignore validation issues 13

6 SEO CHECKER CONFIGURATION 14
6.1 Configuration 14
6.1.1 Triggers 14
6.1.2 XML Sitemap 14
6.1.3 Robots.txt 14
6.1.4 URL Rewriting 15
6.1.5 General settings 15
6.2 Document type settings 15
6.2.1 Default SEO Properties 15
6.2.1.1 Title template 16
6.2.2 Robot settings 16
6.2.3 XML Sitemap settings 17
6.3 Ignore list 17
6.4 Configure the SEO Checker Data Type 17

7 LIBRARY 19
7.1 Razor 19
7.1.1 Render title 19
7.1.2 Render description meta tag 19
7.1.3 Render keywords meta tag 19
7.1.4 Render robots meta tag 19
7.1.5 Render all tags 19
7.2 XSLT 19
7.2.1 Render title 19
7.2.2 Render description meta tag 20
7.2.3 Render keywords meta tag 20
7.2.4 Render robots meta tag 20

7.2.5 Render all tags 20
7.3 .Net Usercontrol 21
7.3.1 Render title 21
7.3.2 Render description meta tag 21
7.3.3 Render keywords meta tag 21
7.3.4 Render robots meta tag 21
7.3.5 Render all tags 21

8 MANUAL INSTALLATION 22
8.1 Manual installation of files 22
8.2 Install database scripts 23
8.2.1 SQL Server 23
8.2.2 MySql 24
8.2.3 SQL CE 25
8.3 Additional Applications.config configuration 26
8.4 Additional Trees.config configuration 26
8.5 Additional Dashboard.config configuration 27
8.6 Add the XSLT Extension 27
8.7 Add the notfound handler 27
8.8 Additional web.config configuration 27
8.9 Add the license file 27

9 VALIDATION RULES 28
9.1 Page validation rules 28
9.2 Configuration validation rules 29

10 TROUBLESHOOTING 30
10.1 I don't see the SEO checker section 30
10.2 I don't see the SEO checker dashboard 30
10.3 Validation is reporting errors on the document 30
10.4 Some pages don't get validated 30
10.5 I found a bug in the software 30
10.6 I have another question 30

1 Introduction

SEO checker helps you find common SEO issues on your website such as missing meta tags, broken links etc. SEO checker allows you to fix issues on the page before publishing the page.

Every page that has a template assigned can be validated. All validations are based on the "Search Engine Optimization Starter Guide" document from Google http://tinyurl.com/yjm24yq check chapter validation rules for a full list of all validations.

SEO checker allows you to preview the Google search result snippet when editing content and will give feedback about keyword usage in content and meta information.

SEO checker will report any inbound link that is broken and will automatically redirect to the correct page when a link pointing to your website uses the wrong extension, php instead of aspx for example and will automatically redirect to the correct page when an editor renames or moves a document.

SEO checker allows you to generate meta data based on existing content on the page, can automatically generate robot.txt and sitemap.xml files for you.

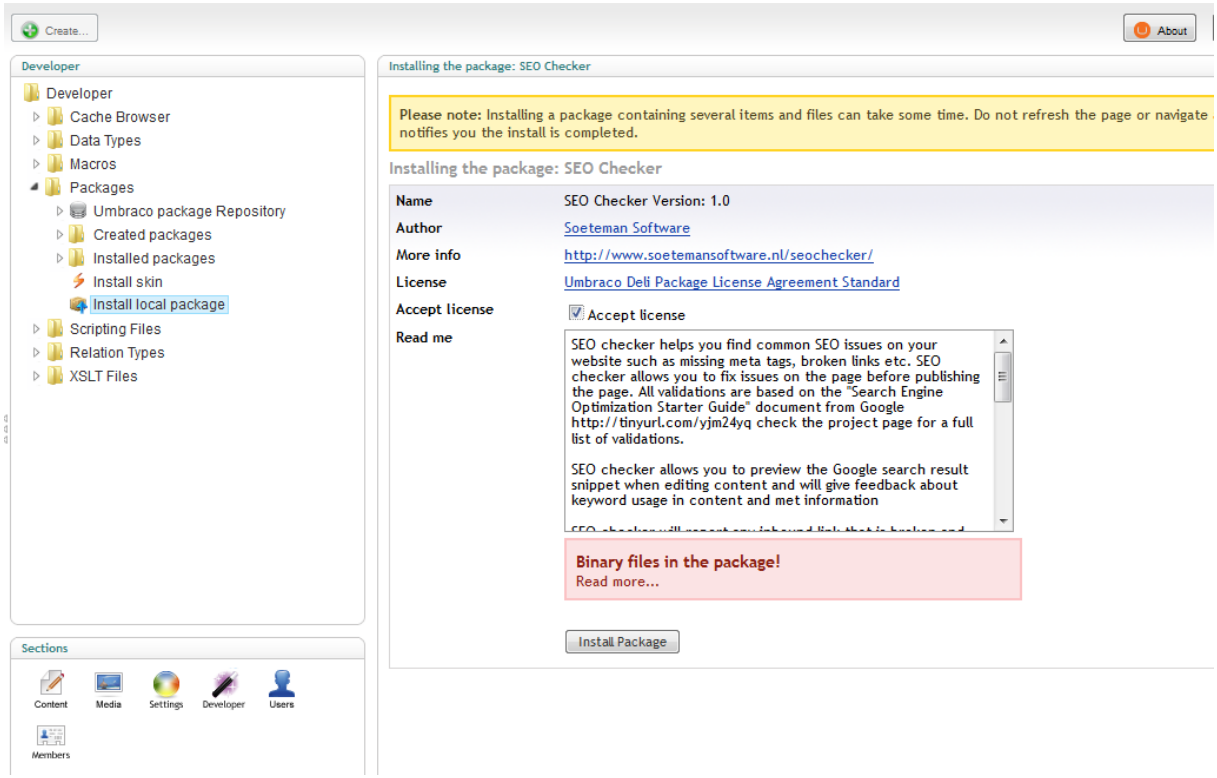
SEO checker will also automatically solve canonical issues using its own URL Rewrite module.

IMPORTANT:
SEO checker requires **IIS7** and is compatible with Umbraco version **4.8 and up to 6.x**. SEO checker is compatible with SQL Server 2005/2008 (Express), SQL CE 4 and Mysql databases.

SEO Checker uses HTML Agility pack which is licensed under MS-PL License.
http://htmlagilitypack.codeplex.com/license

2 Installation

Install SEO Checker using the Umbraco package installer.


Create...
About
Developer
Developer
Cache Browser
Data Types
Macros
Packages
Umbraco package Repository
Created packages
Installed packages
Install skin
Install local package
Scripting Files
Relation Types
XSLT Files
Sections
Content
Media
Settings
Developer
Users
Members
Installing the package: SEO Checker
Please note: Installing a package containing several items and files can take some time. Do not refresh the page or navigate
notifies you the install is completed.
Installing the package: SEO Checker
Name
SEO Checker Version: 1.0
Author
Soeteman Software
More info
http://www.soetemansoftware.nl/seochecker/
License
Umbraco Deli Package License Agreement Standard
Accept license
Accept license
Read me
SEO checker helps you find common SEO issues on your website such as missing meta tags, broken links etc. SEO checker allows you to fix issues on the page before publishing the page. All validations are based on the "Search Engine Optimization Starter Guide" document from Google http://tinyurl.com/yjm24yq check the project page for a full list of validations.
SEO checker allows you to preview the Google search result snippet when editing content and will give feedback about keyword usage in content and met information
Binary files in the package!
Read more...
Install Package

Make sure that the installer has modify rights on the following folders:

- **/bin**
- **/App_Data**
- **/umbraco**

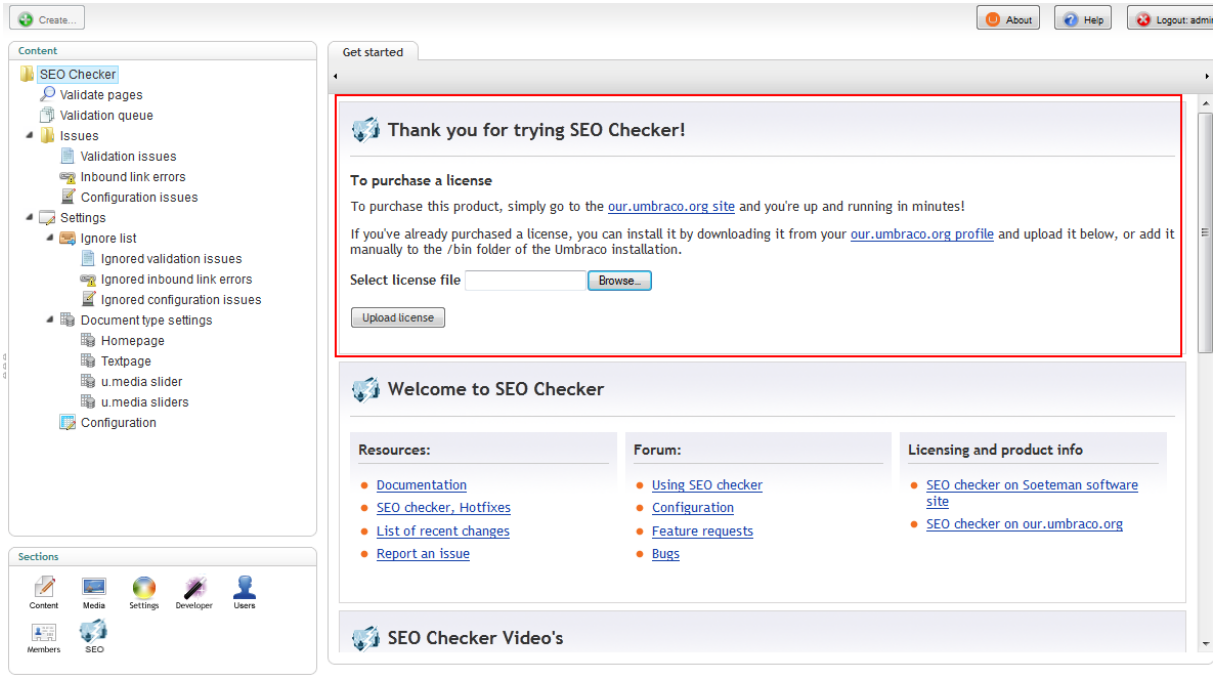
The installer also needs rights to create tables in the database.

If for some reason you can't give the installer these rights, you can install the package manually. Read the chapter manual installation how to do this.

Once the installer is finished you will see the new SEO Checker section.

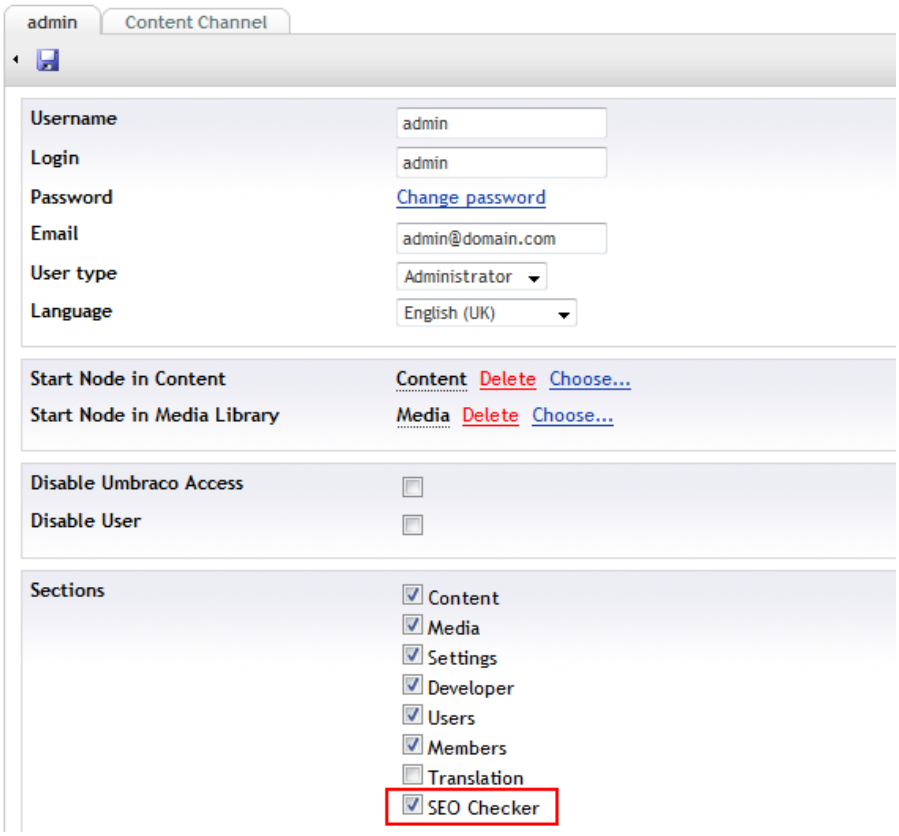
2.1 Install a license

To install a license download the license from your profile on our.umbraco.org and go to the SEO Checker section in Umbraco. When running in trial mode, upload instructions for a license are shown. Upload the license file to remove the trial restrictions



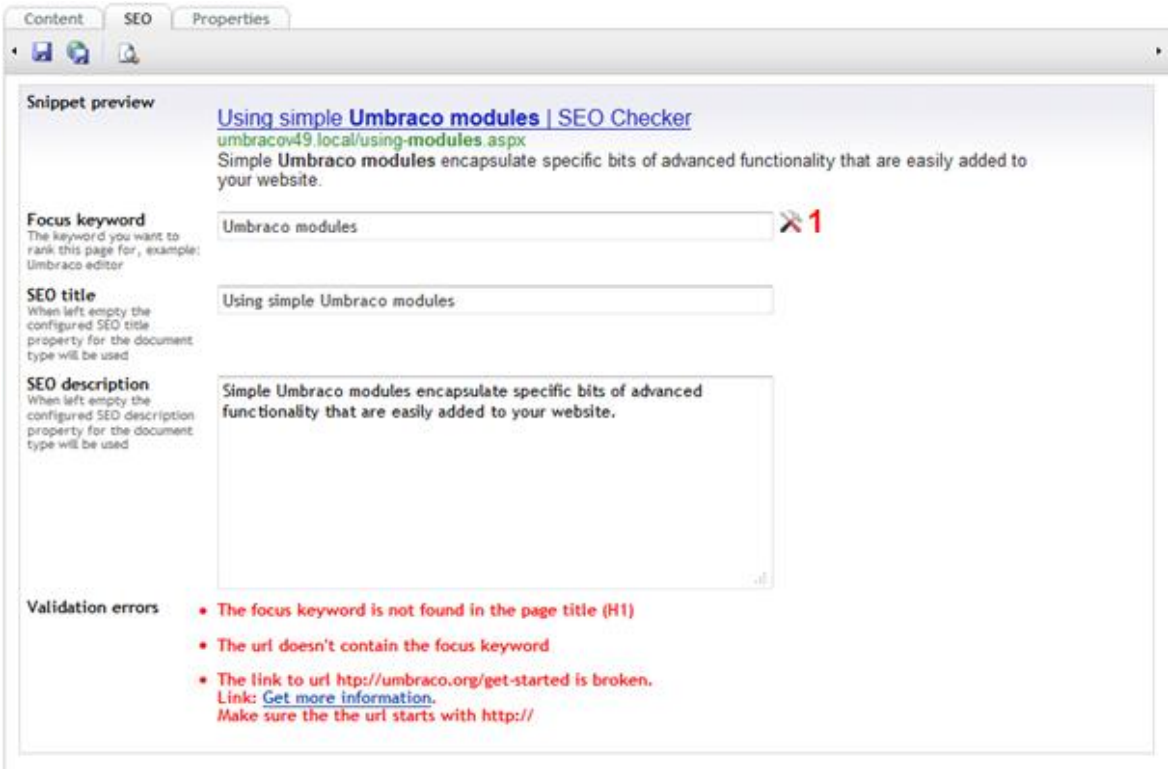
2.2 Give a user access to SEO Checker

When installing SEO Checker, the user installing the package will be given rights to the SEO Checker section automatically. If you need to give more users access to the SEO Checker section, edit the user and enable the SEO Checker section.



3 SEO Checker for content editors

SEO Checker comes with a Data Type that can be added to document types. The SEO Checker Data Type will show a Snippet preview how the page will be shown in the Google search results[1].


Content
SEO
Properties
Snippet preview
Using simple Umbraco modules | SEO Checker
umbracov49.local/using-modules.aspx
Simple Umbraco modules encapsulate specific bits of advanced functionality that are easily added to your website.
Focus keyword
The keyword you want to rank this page for, example: Umbraco editor
Umbraco modules
1
SEO title
When left empty the configured SEO title property for the document type will be used
Using simple Umbraco modules
SEO description
When left empty the configured SEO description property for the document type will be used
Simple Umbraco modules encapsulate specific bits of advanced functionality that are easily added to your website.
Validation errors
The focus keyword is not found in the page title (H1)
The url doesn't contain the focus keyword
The link to url http://umbraco.org/get-started is broken.
Link: Get more information.
Make sure the the url starts with http://

It's possible to specify a focus keyword, this is the keyword you want to rank the page for, use the Keyword tool(**1**) to get help selecting the keywords you want to rank the page for. SEO Checker will validate if the keyword can be found in the most important elements of the page:

- Page Title (H1)
- Url
- SEO Title (<title>)
- SEO Description (<meta name="description".....)
- At least once more in the text of the page

You can also specify the SEO Title, SEO Description and SEO keywords (when configured). When you already have fields for those properties defined in your document type you can configure the Data Type to use those properties. It's also possible to use default properties to generate the meta data fields, check chapter configuration for various configuration options per document type of configuration of the Data Type.

The page will be checked for other SEO Issues on the page also. See Validation rules for a list of all validations. **The unpublished version of the page will be checked, this allows you to solve issues before publishing the page.**

[1] Currently only normal snippets are supported, rich snippets will be supported in a future release. The preview requires <title> and < meta name="description".. tags available in the template that renders the page.

4 Validate Pages

4.1 Manual validation

To validate a site, or a portion of a site open SEO Checker and select the **Validate Pages** option from the menu. This will show the following screen. By default the root is selected, if you want to validate a portion of a site specify the start location. When the include children all published children will be validated also. When you hit start the pages will be added to the validation queue.

SEO Checker V1.0
Validate pages
Adds the selected documents to validation queue. Only documents that are published and have a template assigned will be added to the validation queue
Start location
Simple website
Delete
Choose...
Include children
Start

Only published pages having a template assigned will be validated

4.2 Automatic validation

When a page gets published and have a template assigned it will be added to the validation queue automatically. Check chapter configuration if you want to disable automatic validation.

Only published pages having a template assigned will be validated

4.3 Validation queue

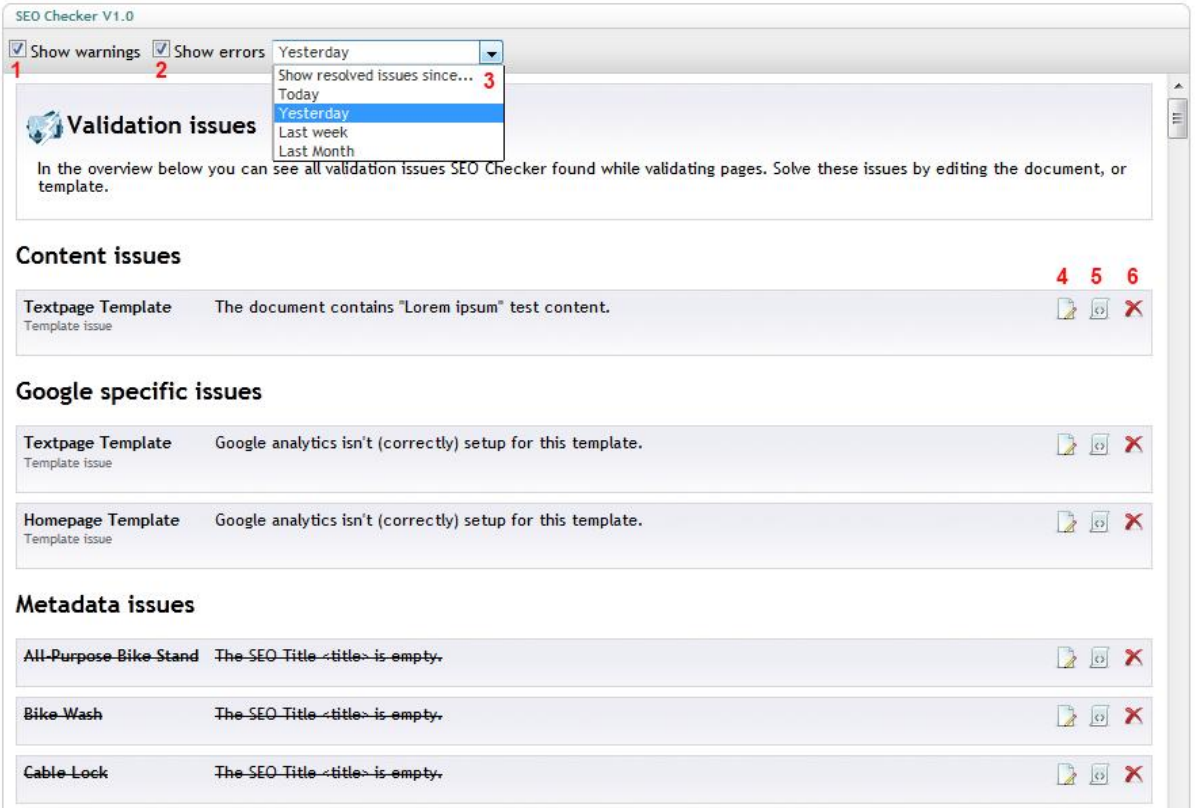
Pages will not be validated immediately, instead they will be added to the validation queue. Validation occurs on the background so you will not have to wait until the validation process is finished. When all pages are validated the result will be available in the Validation issues overview.

SEO Checker V1.0
Validation queue
Use the Validate pages functionality to add documents to the queue. When a document gets published, it will be added to the validation queue automatically.
122 documents are queued for validation. The overview below shows the first 100 documents that are queued.
ML Road Front Wheel
Preview: ML Road Front Wheel
LL Road Front Wheel
Preview: LL Road Front Wheel
HL Touring Handlebars
Preview: HL Touring Handlebars
LL Touring Handlebars
Preview: LL Touring Handlebars
HL Mountain Front Wheel
Preview: HL Mountain Front Wheel
ML Mountain Front Wheel
Preview: ML Mountain Front Wheel
Touring Front Wheel
Preview: Touring Front

5 Issue overview

5.1 Validation issues

This overview will show all issues found when validating the page.



Options:

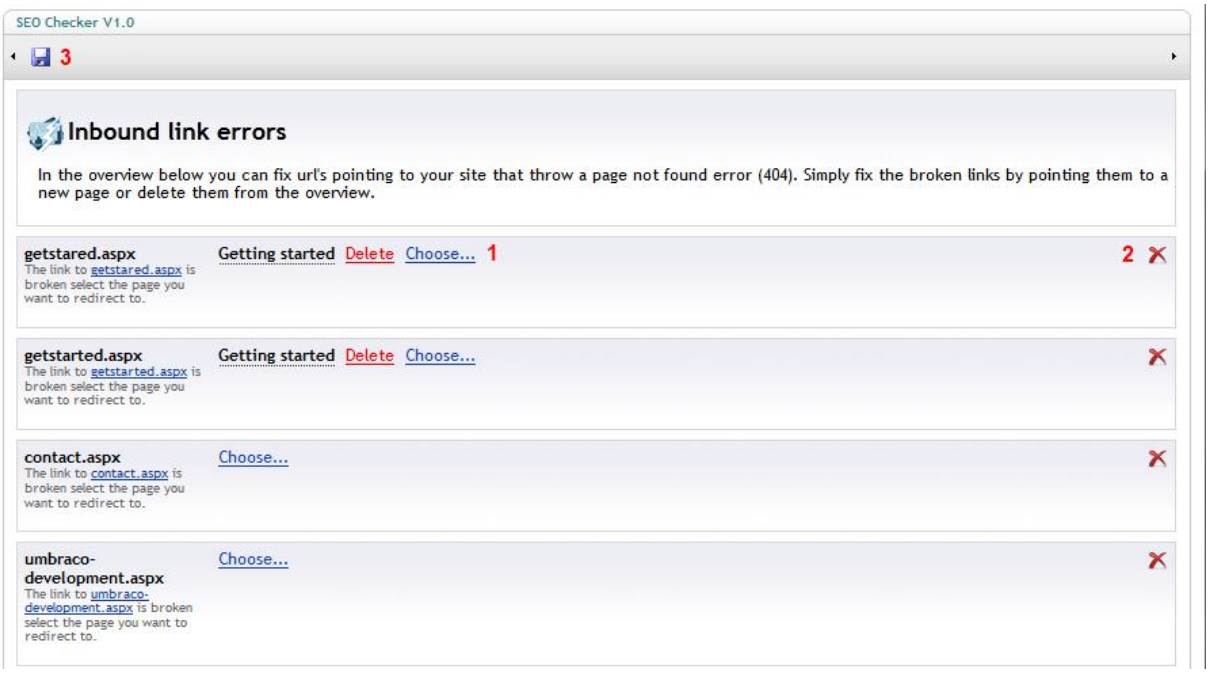
1. When selected warnings will included in the overview.
2. When selected errors will included in the overview.
3. When this option is selected solved items since the selected period are also displayed in the overview. Solved issues are displayed in strikethrough. In the example above the metadata issues are solved.
4. Opens the document
5. Opens the template assigned to the document. This option will only be available for Users that have access
6. Deletes the issue from the overview, or adds the item to the ignore list. See the delete and ignore validation issues for more details.

5.2 Inbound link errors

SEO checker comes with a module that will try to fix links automatically. The following situations can be fixed by the module automatically:

- Links to old pages that are renamed will be redirected to the new page. For example if you had a page **Modules** and you renamed it to **Umbraco Modules**, the url http://mydomain.com/modules.aspx will be redirected to http://mydomain.com/umbraco-modules.aspx. This will also work with extension less url's.
- Links to pages with the wrong extension will be redirected to the correct url. For example if people are linking to a page using http://mydomain.com/umbraco-modules.**php** the request will be redirected automatically to http://mydomain.com/umbraco-modules.**aspx** (or a directory url when you use extension less url's). This can also be handy when a site is migrated from a php, or other non .net platform to automatically redirect to the correct page. The following extensions are supported:
  - .asp
  - . cfm
  - .htm
  - .html
  - .jsp
  - .php
  - .xhtml

When SEO Checker can't fix the link automatically it will be logged. The inbound link errors overview will show you all logged inbound link errors.


SEO Checker V1.0
3
Inbound link errors
In the overview below you can fix url's pointing to your site that throw a page not found error (404). Simply fix the broken links by pointing them to a new page or delete them from the overview.
getstared.aspx
The link to getstared.aspx is broken select the page you want to redirect to.
Getting started Delete Choose... 1
2
getstarted.aspx
The link to getstarted.aspx is broken select the page you want to redirect to.
Getting started Delete Choose...
contact.aspx
The link to contact.aspx is broken select the page you want to redirect to.
Choose...
umbraco-development.aspx
The link to umbraco-development.aspx is broken select the page you want to redirect to.
Choose...

This overview gives you the following options:

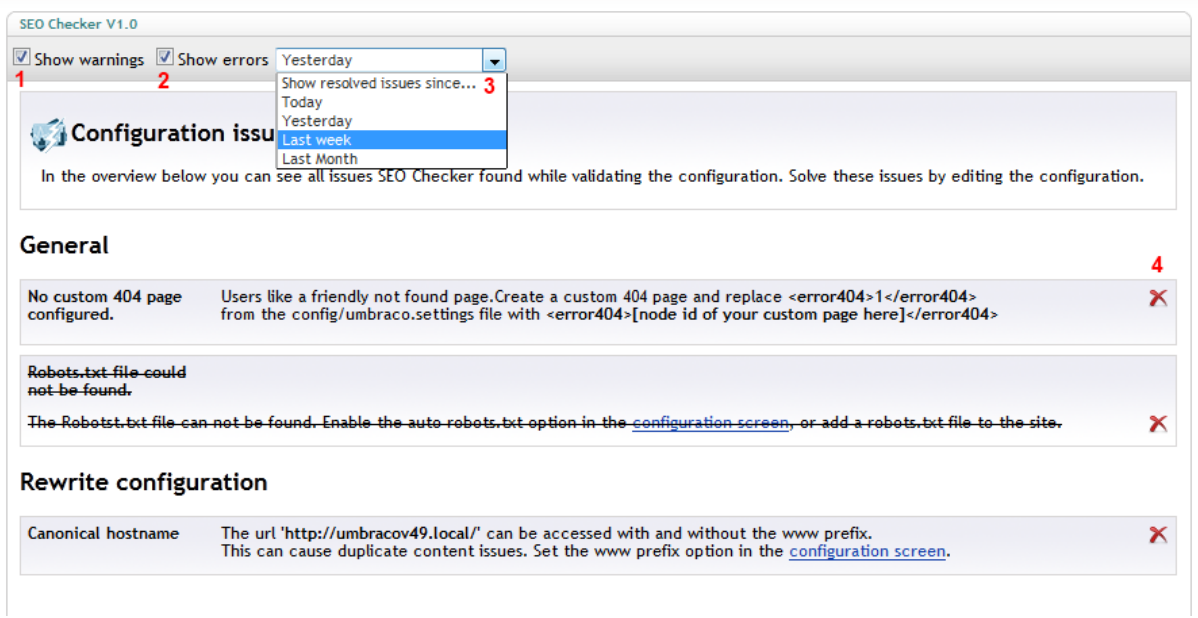
1. Pick a node where the page should redirect to

2. Deletes the issue from the overview, or adds the item to the ignore list. See the delete and ignore validation issues for more details.
3. Save selected options.

When you picked a page the next time a visitor requests that page the request will be redirected to the new selected page.

5.3 Configuration errors

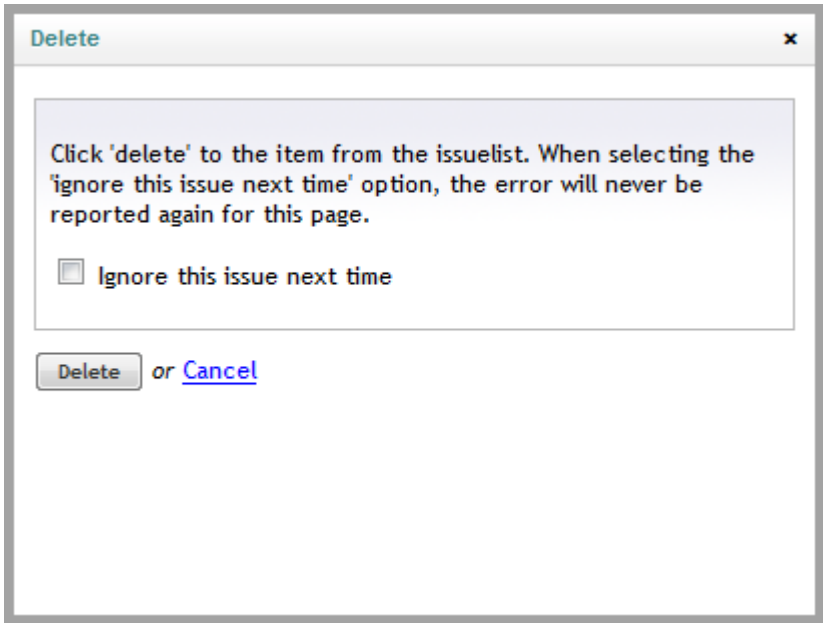
This overview will show all issues found in the configuration of the website.


SEO Checker V1.0
Show warnings
Show errors
Yesterday
1
2
Show resolved issues since... 3
Today
Yesterday
Last week
Last Month
Configuration issu
In the overview below you can see all issues SEO Checker found while validating the configuration. Solve these issues by editing the configuration.
General
4
No custom 404 page configured.
Users like a friendly not found page.Create a custom 404 page and replace <error404>1</error404> from the config/umbraco.settings file with <error404>[node id of your custom page here]</error404>
Robots.txt file could not be found.
The Robotst.txt file can not be found. Enable the auto robots.txt option in the configuration screen, or add a robots.txt file to the site.
Rewrite configuration
Canonical hostname
The url 'http://umbracov49.local/' can be accessed with and without the www prefix.
This can cause duplicate content issues. Set the www prefix option in the configuration screen.

1. When selected warnings will included in the overview.
2. When selected errors will included in the overview.
3. When this option is selected solved items since the selected period are also displayed in the overview. Solved issues are displayed in strikethrough. In the example above the robots.txt issue is solved.
4. Deletes the issue from the overview, or adds the item to the ignore list. See the delete and ignore validation issues for more details.

5.4 Delete and ignore validation issues

Using the delete button in the various overviews you can delete an issue from the overview. This will show the following dialog.


Delete
Click 'delete' to the item from the issuelist. When selecting the 'ignore this issue next time' option, the error will never be reported again for this page.
Ignore this issue next time
Delete
or Cancel

When you hit “delete” directly it will just remove the item from the overview. Next time validation occurs the issue will be reported again. When you check the “Ignore this issue next time” checkbox the item will be added to the ignore list and the issue will not be reported again next time validation occurs. Use the Ignore list overviews to see which items are ignored.

6 SEO Checker configuration

6.1 Configuration

To configure the default settings for SEO Checker go to the SEO Checker section into Umbraco, open the settings tree and select configuration. This page allows you to set the default configuration options

6.1.1 Triggers

When the “Validate a page when published” option is selected. Pages will be validated after they are published.

6.1.2 XML Sitemap

SEO Checker can create a dynamic XML Sitemap for you that you can submit to Google, Bing etc to make it easier for search engines to crawl your website. When enabled you can view the XML Sitemap in your browser using http://domain.com**/sitemap.xml** or use the Preview link on the configuration page. When the exclude umbracoNaviHide option is selected all pages containing the umbracoNaviHide property set to true will be excluded from the sitemap.

Specific sitemap option per document type can be set on the document type configuration.

6.1.3 Robots.txt

SEO Checker can create a dynamic robots.txt file for you. Robots.txt files give search engines information what to crawl or what to exclude when crawling your website. When the XML Sitemap option is enabled, the location of the sitemap will be added to the robotx.txt file. Below the XML Sitemap that will be generated by default:

```
# SEO Checker for Umbraco
Sitemap: http://www.soetemansoftware.nl/sitemap.xml
User-Agent: *
Disallow: /aspnet_client/
Disallow: /bin/
Disallow: /config/
Disallow: /css/
Disallow: /data/
Disallow: /macroScripts/
Disallow: /scripts/
Disallow: /umbraco/
Disallow: /umbraco_client/
Disallow: /usercontrols/
Disallow: /xslt/
```

When you already have a robots.txt file this file will be picked up automatically. When you want to link to the sitemap xml use:

```
Sitemap: http:// {HTTP_HOST}/sitemap.xml
```

{HTTP_HOST} will be replaced with the domain name.

6.1.4 URL Rewriting

By enabling Url rewriting SEO Checker will make sure multiple versions of a single url gets redirected to the correct url. For example http://www.soetemansoftware.nl/products/ can be redirected to http://soetemansoftware.nl/products/ or vice versa.

URL Rewriting is enabled by default and comes with two options:

- WWW prefix. Specify if you want to use www prefix or not
- Trailing slash. Specify if the url needs to be with or without a trailing slash[2]

The following situations will cause a redirect to the unique url:

Situation	Requested url	Redirected url
Site is configured to use www prefix	http://mysite.com/	http://www.mysite.com/
Site is configured to not use www prefix	http://www.mysite.com/	http://mysite.com/
Site is configured to use directory url's and trailing slash	http://mysite.com/contact.aspx	http://mysite.com/contact/
Site is configured to use directory url's and not trailing slash	http://mysite.com/contact/	http://mysite.com/contact
Site is configured to not use directory url's	http://mysite.com/contact/	http://mysite.com/contact/.aspx
Request to the homepage node (/home/)	http://mysite.com/home/	http://mysite.com/
Requested url contains upper and lowercase characters	http://mysite.com/CONTACT/	http://mysite.com/contact/

It's recommended to use URL Rewriting. Only disable this option if you configured URL rewriting yourself using a URL Rewriting module.

6.1.5 General settings

Using the general settings you can configure the following items:

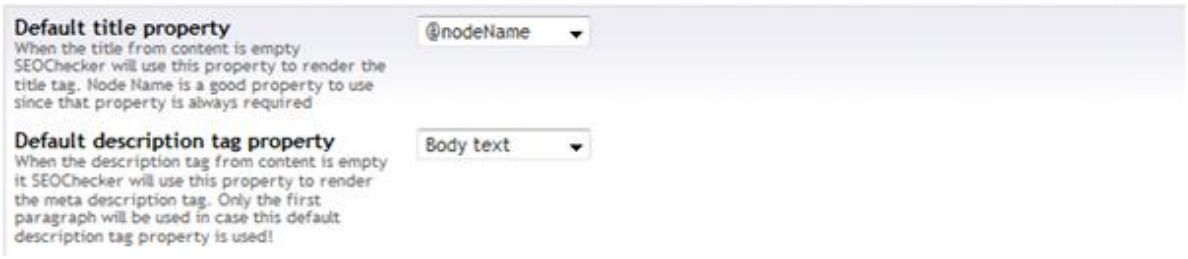
- Keyword selection tool. By default the Google adwords url is configured to use as the keyword selection tool. You can change the url here
- When show Template errors for editors is enabled, issues found in templates will be reported to content editors also.

6.2 Document type settings

6.2.1 Default SEO Properties

Using default SEO Properties you can specify default values for SEO Title and SEO description. When the page is missing the SEO title or description info these mapped properties will be used. The title will be copied. The description will take the first paragraph from the mapped property.

[2] Only available when the site uses directory url's


Default title property
When the title from content is empty SEOChecker will use this property to render the title tag. Node Name is a good property to use since that property is always required
@nodeName
Default description tag property
When the description tag from content is empty it SEOChecker will use this property to render the meta description tag. Only the first paragraph will be used in case this default description tag property is used!
Body text

6.2.1.1 Title template

It's als possible to specify a template for the SEO Title. This template will be used to render the <title> tag in snippet preview and on the page[3]

Title template
Use a template to display the title property in a specific format, used in the SEO Datatype and Library
Sample
[#@seoTitle] | SEO Checker
[#@seoTitle] | [$siteName] © 2012
Placeholder syntax
[# propertyAlias]
[$ propertyAlias] (recursive)
Fixed properties:
@nodeName (Name of page)
@seoTitle (the seo title property)
[#@seoTitle] | [$siteName] © 2013

The template can contain fixed text and placholders, placeholders have the same syntax as you would use in Umbraco Macro's:

- [#Property alias] will get the property from the current document
- [$property alias] recursive look up the property

The following fixed properties can be used in the template:

- @nodeName contains the name of the page
- @seoTitle contains the value of the SEO title property

When using the above template configuration the <title> tag will be rendered as:

```
<title>Simple website | Simple website &#169; 2013</title>
```

6.2.2 Robot settings

Besides blocking specific areas of a site for search engines using the robots.txt file you can specify search engines settings on document type level also. Per document type you can specify the following settings:

- Robots Index. Helps search engines indicate if documents based on this document type need to be in the index.
    - index will include the document,
    - noindex will not include the document.
- Robots Follow. Helps search engines indicate if it needs to follow links for documents based on this document type:
    - follow will follow the links

[3] This requires you use the SEOChecker library methods to render the Meta data

- nofollow will not follow the links

6.2.3 XML Sitemap settings

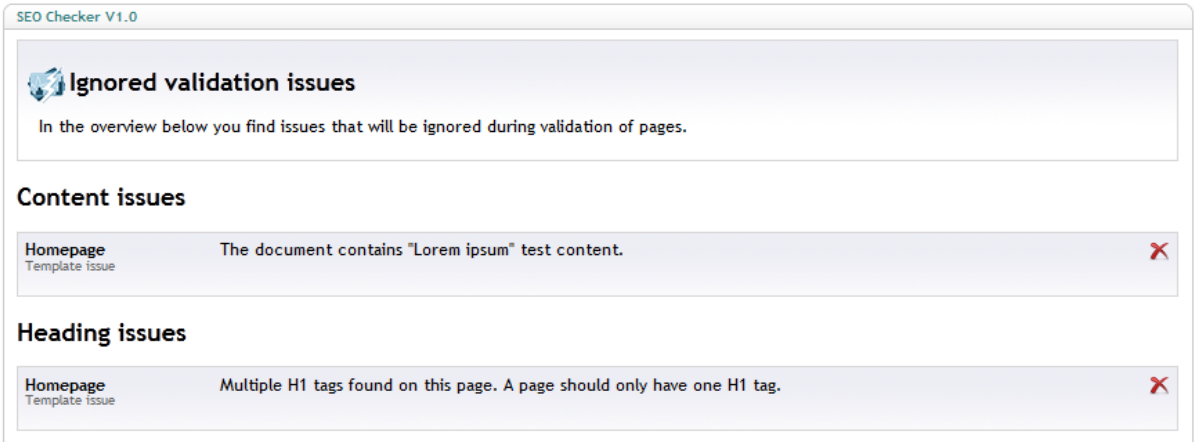
Per document type you can specify the following XML Sitemap settings:

- Exclude in XML Sitemap. When checked pages based on this document type will not be rendered in the XML Sitemap.
- Sitemap priority. Specify the priority for the sitemap from 0.1 (lowest priority) to 1.0 (highest priority)
- Change frequency. Specify how frequently pages based on this document type will change.

6.3 Ignore list

Use the following ignore lists to show the items that will be ignored during validation:

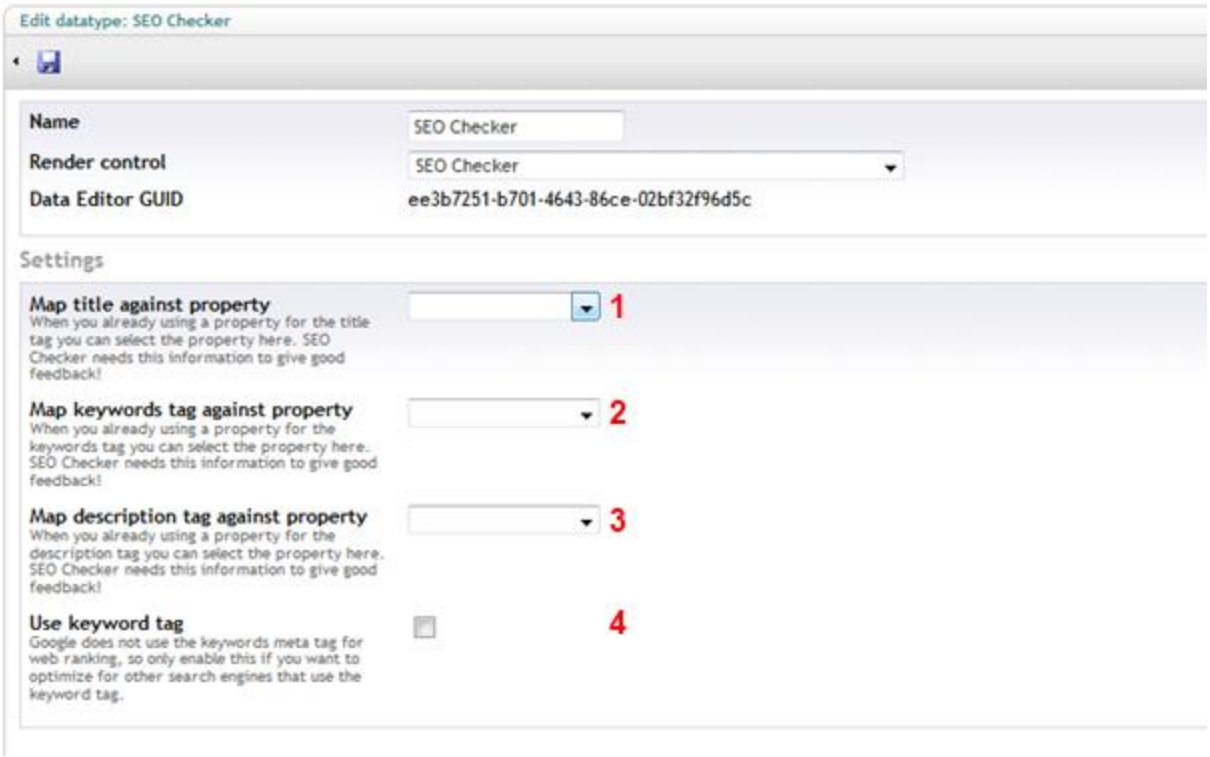
- Ignored validation issues
- Ignored inbound link errors
- Ignored configuration issues


SEO Checker V1.0
Ignored validation issues
In the overview below you find issues that will be ignored during validation of pages.
Content issues
Homepage
Template issue
The document contains "Lorem ipsum" test content.
Heading issues
Homepage
Template issue
Multiple H1 tags found on this page. A page should only have one H1 tag.

Use the delete option to remove an item from the ignore list. When you remove an item it will be validated again during the next validation process.

6.4 Configure the SEO Checker Data Type

By default the SEO Checker data type will show a field for SEO title and description. If you already have those properties on your document type you can use configuration of the document type to map those .


Edit datatype: SEO Checker
Name
SEO Checker
Render control
SEO Checker
Data Editor GUID
ee3b7251-b701-4643-86ce-02bf32f96d5c
Settings
Map title against property
When you already using a property for the title tag you can select the property here. SEO Checker needs this information to give good feedback!
1
Map keywords tag against property
When you already using a property for the keywords tag you can select the property here. SEO Checker needs this information to give good feedback!
2
Map description tag against property
When you already using a property for the description tag you can select the property here. SEO Checker needs this information to give good feedback!
3
Use keyword tag
Google does not use the keywords meta tag for web ranking, so only enable this if you want to optimize for other search engines that use the keyword tag.
4

1. Map SEO title against the existing SEO title property
2. Map SEO keywords against the existing SEO keywords property
3. Map SEO description against the existing SEO description property
4. Use the keywords meta tag *(Google and all major search engines ignore this meta tag)*.

7 Library

SEO Checker comes with a small library to render Meta Tags in HTML. This is only necessary when you use the SEO Checker data type.

7.1 Razor

7.1.1 Render title

Renders the <title> tag based on SEO title value from the SEO Checker data type and configured template.

```
@Html.Raw(SEOChecker.Library.MetaData.Current.Title)
```

7.1.2 Render description meta tag

Renders the **<meta name="description"…..** tag based on SEO Description value from the SEO Checker data type, or the configured default property.

```
@Html.Raw(SEOChecker.Library.MetaData.Current.Description)
```

7.1.3 Render keywords meta tag

Renders the **<meta name="keywords"…..** tag based on SEO Description value from the SEO Checker data type, or the configured default property. This tag will only be rendered when SEO Checker data type is configured to use keywords.

```
@Html.Raw(SEOChecker.Library.MetaData.Current.Keywords)
```

7.1.4 Render robots meta tag

Renders the **<meta name="robots"…..** tag based on the configured robot settings.

```
@Html.Raw(SEOChecker.Library.MetaData.Current.Robots)
```

7.1.5 Render all tags

Renders all above settings using a single statement

```
@Html.Raw(SEOChecker.Library.MetaData.Current.RenderTags())
```

7.2 XSLT

SEO checker comes with an XSLT extension to access the library methods. This Extension can be found in seoChecker.MetaData.

7.2.1 Render title

Renders the <title> tag based on SEO title value from the SEO Checker data type and configured template.

```
<xsl:value-of select="seoChecker.MetaData:Title()" disable-output-
escaping="yes"/>
```

7.2.2 Render description meta tag

Renders the **<meta name="description"…..** tag based on SEO Description value from the SEO Checker data type, or the configured default property.

```
<xsl:value-of select="seoChecker.MetaData:Description()" disable-output-escaping="yes"/>
```

7.2.3 Render keywords meta tag

Renders the **<meta name="keywords"…..** tag based on SEO Description value from the SEO Checker data type, or the configured default property. This tag will only be rendered when SEO Checker data type is configured to use keywords.

```
<xsl:value-of select="seoChecker.MetaData:Keywords()" disable-output-escaping="yes"/>
```

7.2.4 Render robots meta tag

Renders the **<meta name="robots"…..** tag based on the configured robot settings.

```
<xsl:value-of select="seoChecker.MetaData:Robots()" disable-output-escaping="yes"/>
```

7.2.5 Render all tags

Renders all above settings using a single statement

```
<xsl:value-of select="seoChecker.MetaData:RenderTags()" disable-output-escaping="yes"/>
```

7.3 .Net Usercontrol

7.3.1 Render title

Renders the <title> tag based on SEO title value from the SEO Checker data type and configured template.

```
<%=SEOChecker.Library.MetaData.Current.Title %>
```

7.3.2 Render description meta tag

Renders the **<meta name="description"…..** tag based on SEO Description value from the SEO Checker data type, or the configured default property.

```
<%=SEOChecker.Library.MetaData.Current.Description %>
```

7.3.3 Render keywords meta tag

Renders the **<meta name="keywords"…..** tag based on SEO Description value from the SEO Checker data type, or the configured default property. This tag will only be rendered when SEO Checker data type is configured to use keywords.

```
<%=SEOChecker.Library.MetaData.Current.Keywords %>
```

7.3.4 Render robots meta tag

Renders the **<meta name="robots"…..** tag based on the configured robot settings.

```
<%=SEOChecker.Library.MetaData.Current.Robots %>
```

7.3.5 Render all tags

Renders all above settings using a single statement

```
<%=SEOChecker.Library.MetaData.Current.RenderTags() %>
```

8 Manual Installation

If you renamed the Umbraco folder or for some reason can't give the installer sufficient rights to create tables in the database , or the sufficient rights to modify the following folders /bin, /umbraco you need to install do a manual install of SEO Checker.

8.1 Manual installation of files

- Open the folder in the zip file.
- Copy **.dll** files to the folder **/bin**
- Create folder **/umbraco/plugins /SEOChecker**
- Create folder **/umbraco/plugins /SEOChecker /Config**
- Create folder **/umbraco/plugins /SEOChecker /css**
- Create folder **/umbraco/plugins /SEOChecker /Images**
- Create folder **/umbraco/plugins /SEOChecker /Pages**
- Create folder **/umbraco/plugins /SEOChecker /scripts**
- Create folder **/umbraco/plugins /SEOChecker /Usercontrols**
- Create folder **/umbraco/plugins /SEOChecker /Images/Actions**
- Create folder **/umbraco/plugins /SEOChecker /Images/Content**
- Create folder **/umbraco/plugins /SEOChecker /Images/Tray**
- Create folder **/umbraco/plugins /SEOChecker /Images/Tree**
- Create folder **/umbraco/plugins /SEOChecker /Pages/Dialogs**
- Create folder **/umbraco/plugins /SEOChecker /Pages/IgnoreList**
- Create folder **/umbraco/plugins /SEOChecker /Pages/Issues**
- Create folder **/umbraco/plugins /SEOChecker /Pages/Settings**
- Copy **SEOChecker.config** from zip file to the **/umbraco/plugins /SEOChecker /Config** folder
- Copy **.css** files from zip file to the **/umbraco/plugins /SEOChecker /css** folder
- Copy **bug.png** from zip file to the **/umbraco/plugins /SEOChecker /Images/Actions** folder
- Copy **delete.png** from zip file to the **/umbraco/plugins /SEOChecker /Images/Actions** folder
- Copy **document-pencil.png** from zip file to the **/umbraco/plugins /SEOChecker /Images/Actions** folder
- Copy **script-code.png** from zip file to the **/umbraco/plugins /SEOChecker /Images/Actions** folder
- Copy **hammer-screwdriver.png** from zip file to the **/umbraco/plugins /SEOChecker /Images/Content** folder
- Copy **seochecker.png** from zip file to the **/umbraco/plugins /SEOChecker /Images/Content** folder
- Copy **ConfirmDelete.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages/Dialogs** folder
- Copy **ConfirmDeleteIgnorelist.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages/Dialogs** folder
- Copy **IgnoredConfigurationIssues.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages/IgnoreList** folder
- Copy **IgnoredInboundLinks.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages/IgnoreList** folder
- Copy **ConfigurationIssues.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages/Issues** folder
- Copy **InboundLinks.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages/Issues** folder
- Copy **ValidationIssues.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages/Issues** folder

- Copy **Config.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages/Settings** folder
- Copy **DocumentTypeSettings.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages/Settings** folder
- Copy **LicenseError.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages** folder
- Copy **Validate.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages** folder
- Copy **ValidationQueue.aspx** from zip file to the **/umbraco/plugins /SEOChecker /Pages** folder
- Copy **seochecker_advancedsettingspanel.js** from zip file to the **/umbraco/plugins /SEOChecker /Scripts** folder
- Copy ***.ascx** from zip file to the **/umbraco/plugins /SEOChecker / Usercontrols** folder

8.2 Install database scripts

8.2.1 SQL Server

Install the tables for SQL Server executing the following script.

```
CREATE TABLE [dbo].[SEOChecker_ValidationIssues](
        [IssueId] [int] IDENTITY(1,1) NOT NULL,
        [DocumentID] [int],
        [ErrorCode] [nvarchar](50) NOT NULL,
        [ValidatorAlias] [nvarchar](50) NOT NULL,
        [ErrorDescription] [nvarchar](1000) NULL,
        [Error] [nvarchar](250) NULL,
        [Template] [nvarchar](50) NULL,
        [Category] [nvarchar](50) NOT NULL,
        [ValidationType] [nvarchar](50) NOT NULL,
        [ErrorType] [nvarchar](20) NOT NULL,
        [PropertyAlias] [nvarchar](150) NULL,
        [DataTypeId] [uniqueidentifier] NULL,
        [CrawlDate] [SmallDateTime] NOT NULL,
        [ResolvedDate] [SmallDateTime]  NULL,
        [Ignore] [bit] NOT NULL,
 CONSTRAINT [PK_SEOChecker_ValidationIssues] PRIMARY KEY CLUSTERED
(
        [IssueId] ASC
)WITH (PAD_INDEX  = OFF, STATISTICS_NORECOMPUTE  = OFF, IGNORE_DUP_KEY = OFF,
ALLOW_ROW_LOCKS  = ON, ALLOW_PAGE_LOCKS  = ON) ON [PRIMARY]
) ON [PRIMARY]


CREATE TABLE [dbo].[SEOChecker_ConfigurationIssues](
        [IssueId] [int] IDENTITY(1,1) NOT NULL,
        [ErrorCode] [nvarchar](50) NOT NULL,
        [ValidatorAlias] [nvarchar](50) NOT NULL,
        [ErrorDescription] [nvarchar](1000) NULL,
        [Error] [nvarchar](250) NULL,
        [ErrorType] [nvarchar](20) NOT NULL,
        [Category] [nvarchar](50) NOT NULL,
        [CrawlDate] [SmallDateTime] NOT NULL,
        [ResolvedDate] [SmallDateTime]  NULL,
        [Ignore] [bit] NOT NULL,
 CONSTRAINT [PK_[SEOChecker_ConfigurationIssues] PRIMARY KEY CLUSTERED
(
        [IssueId] ASC
)WITH (PAD_INDEX  = OFF, STATISTICS_NORECOMPUTE  = OFF, IGNORE_DUP_KEY = OFF,
ALLOW_ROW_LOCKS  = ON, ALLOW_PAGE_LOCKS  = ON) ON [PRIMARY]
) ON [PRIMARY]



CREATE TABLE [dbo].[SEOChecker_Queue](
```

```
        [DocumentID] [int] NOT NULL,
        [QueuedDateTime] [smalldatetime] NOT NULL,
 CONSTRAINT [PK_SEOChecker_Queue] PRIMARY KEY CLUSTERED
(
        [DocumentId] ASC
)WITH (PAD_INDEX  = OFF, STATISTICS_NORECOMPUTE  = OFF, IGNORE_DUP_KEY = OFF,
ALLOW_ROW_LOCKS  = ON, ALLOW_PAGE_LOCKS  = ON) ON [PRIMARY]
) ON [PRIMARY]

CREATE TABLE [dbo].[SEOChecker_PageNotFound](
        [NotFoundId] [int] IDENTITY(1,1) NOT NULL,
        [Url] [nvarchar](500) NOT NULL,
        [DocumentID] [int],
        [Ignore] [bit] NOT NULL,
 CONSTRAINT [PK_SEOChecker_PageNotFound] PRIMARY KEY CLUSTERED
(
        [NotFoundId] ASC
)WITH (PAD_INDEX  = OFF, STATISTICS_NORECOMPUTE  = OFF, IGNORE_DUP_KEY = OFF,
ALLOW_ROW_LOCKS  = ON, ALLOW_PAGE_LOCKS  = ON) ON [PRIMARY]
) ON [PRIMARY]


CREATE TABLE [dbo].[SEOChecker_Robots](
        [NodeId] [int] NOT NULL,
        [UserAgent] [nvarchar](100) NOT NULL,
        [RequestDateTime] [smalldatetime] NOT NULL
) ON [PRIMARY]


CREATE TABLE [dbo].[SEOChecker_URLHistory](
        [UrlHistoryId] [int] IDENTITY(1,1) NOT NULL,
        [NodeId] [int] NOT NULL,
        [ParentId] [int] NOT NULL,
        [UrlPart] [nvarchar](100) NOT NULL,
 CONSTRAINT [PK_SEOChecker_URLHistory] PRIMARY KEY CLUSTERED
(
        [UrlHistoryId] ASC
)WITH (PAD_INDEX  = OFF, STATISTICS_NORECOMPUTE  = OFF, IGNORE_DUP_KEY = OFF,
ALLOW_ROW_LOCKS  = ON, ALLOW_PAGE_LOCKS  = ON) ON [PRIMARY]
) ON [PRIMARY]
```

8.2.2 MySql

Install the tables for MYSQL executing the following script.

```
CREATE TABLE seochecker_configurationissues (
  IssueId int(11) NOT NULL AUTO_INCREMENT,
  ErrorCode nvarchar(50) NOT NULL,
  ValidatorAlias nvarchar(50) NOT NULL,
  ErrorDescription nvarchar(1000) DEFAULT NULL,
  Error nvarchar(50) DEFAULT NULL,
  ErrorType nvarchar(20) NOT NULL,
  Category nvarchar(59) NOT NULL,
  CrawlDate datetime NOT NULL,
  ResolvedDate datetime DEFAULT NULL,
  Ignore bit(1) NOT NULL,
  PRIMARY KEY (IssueId)
)

CREATE TABLE seochecker_pagenotfound (
  NotFoundId int(11) NOT NULL AUTO_INCREMENT,
  URL nvarchar(500) NOT NULL,
  DocumentID int(11) DEFAULT NULL,
  Ignore bit(1) NOT NULL,
  PRIMARY KEY (NotFoundId)
)
```

```
CREATE TABLE seochecker_queue (
  DocumentID int(11) NOT NULL,
  QueuedDateTime datetime NOT NULL,
  PRIMARY KEY (DocumentID)
)

CREATE TABLE seochecker_robots (
  NodeId int(11) NOT NULL AUTO_INCREMENT,
  UserAgent nvarchar(100) NOT NULL,
  RequestDateTime datetime NOT NULL,
  PRIMARY KEY (NodeId)
)
CREATE TABLE seochecker_urlhistory (
  UrlHistoryId int(11) NOT NULL AUTO_INCREMENT,
  NodeId int(11) NOT NULL,
  ParentId int(11) NOT NULL,
  UrlPart nvarchar(100) NOT NULL,
  PRIMARY KEY (UrlHistoryId)
)

CREATE TABLE seochecker_validationissues (
  IssueId int(11) NOT NULL AUTO_INCREMENT,
  DocumentID int(11) DEFAULT NULL,
  ErrorCode nvarchar(50) NOT NULL,
  ValidatorAlias nvarchar(50) NOT NULL,
  ErrorDescription nvarchar(1000) DEFAULT NULL,
  Error nvarchar(250) DEFAULT NULL,
  Template nvarchar(50) DEFAULT NULL,
  Category nvarchar(50) NOT NULL,
  ValidationType nvarchar(50) NOT NULL,
  ErrorType nvarchar(20) NOT NULL,
  PropertyAlias nvarchar(150) DEFAULT NULL,
  DataTypeId char(36) DEFAULT NULL,
  CrawlDate datetime NOT NULL,
  ResolvedDate datetime DEFAULT NULL,
  Ignore bit(1) NOT NULL,
  PRIMARY KEY (IssueId)
)
```

8.2.3 SQL CE

Install the tables for SQL CE executing the following scripts. You need to execute them one by one.

```
  CREATE TABLE seochecker_configurationissues (
  IssueId int NOT NULL IDENTITY(1,1),
  ErrorCode nvarchar(50) NOT NULL,
  ValidatorAlias nvarchar(50) NOT NULL,
  ErrorDescription nvarchar(1000) DEFAULT NULL,
  Error nvarchar(50) DEFAULT NULL,
  ErrorType nvarchar(20) NOT NULL,
  Category nvarchar(50) NOT NULL,
  CrawlDate datetime NOT NULL,
  ResolvedDate datetime DEFAULT NULL,
  Ignore bit NOT NULL,
  PRIMARY KEY (IssueId)
)
```

```
CREATE TABLE seochecker_pagenotfound (
  NotFoundId int NOT NULL IDENTITY(1,1),
  URL nvarchar(500) NOT NULL,
  DocumentID int DEFAULT NULL,
  Ignore bit NOT NULL,
  PRIMARY KEY (NotFoundId)
```

```
  CREATE TABLE seochecker_queue (
  DocumentID int NOT NULL,
  QueuedDateTime datetime NOT NULL,
  PRIMARY KEY (DocumentID)
)
```

```
  CREATE TABLE seochecker_queue (
  DocumentID int NOT NULL,
  QueuedDateTime datetime NOT NULL,
  PRIMARY KEY (DocumentID)
)
```

```
  CREATE TABLE seochecker_robots (
  NodeId int NOT NULL IDENTITY(1,1),
  UserAgent nvarchar(100) NOT NULL,
  RequestDateTime datetime NOT NULL,
  PRIMARY KEY (NodeId)
)
```

```
  CREATE TABLE seochecker_urlhistory (
  UrlHistoryId int NOT NULL IDENTITY(1,1),
  NodeId int NOT NULL,
  ParentId int NOT NULL,
  UrlPart nvarchar(100) NOT NULL,
  PRIMARY KEY (UrlHistoryId)
)
```

```
  CREATE TABLE seochecker_validationissues (
  IssueId int NOT NULL IDENTITY(1,1),
  DocumentID int DEFAULT NULL,
  ErrorCode nvarchar(50) NOT NULL,
  ValidatorAlias nvarchar(50) NOT NULL,
  ErrorDescription nvarchar(1000) DEFAULT NULL,
  Error nvarchar(250) DEFAULT NULL,
  Template nvarchar(50) DEFAULT NULL,
  Category nvarchar(50) NOT NULL,
  ValidationType nvarchar(50) NOT NULL,
  ErrorType nvarchar(20) NOT NULL,
  PropertyAlias nvarchar(150) DEFAULT NULL,
  DataTypeId uniqueidentifier  DEFAULT NULL,
  CrawlDate datetime NOT NULL,
  ResolvedDate datetime DEFAULT NULL,
  Ignore bit NOT NULL,
  PRIMARY KEY (IssueId)
)
```

8.3 Additional Applications.config configuration

Add the following line to the **/config/ applications.config** file

```
<add alias="seochecker" name="SEO checker" icon="seochecker-tray.png"
sortOrder="700" />
```

8.4 Additional Trees.config configuration

Add the following line to the **/config/ trees.config** file

```
<add silent="false" initialize="true" sortOrder="9" alias="seochecker"
application="seochecker" title="Seo Checker" iconClosed="folder.gif"
iconOpen="folder_o.gif" assembly="SEOChecker" type="Trees.SEOCheckerTree" action=""
/>
```

8.5 Additional Dashboard.config configuration

Add the following line to the **/config/ Dashboard.config** file

```
<section alias="SEOCheckerDashboardSection">
    <areas>
      <area>seochecker</area>
    </areas>
    <tab caption="Get started">

<control>/umbraco/plugins/seochecker/usercontrols/SeoCheckerDashboard.ascx</control
>
    </tab>
  </section>
```

8.6 Add the XSLT Extension

Add the following line to the **/config/xsltExtensions.config** file

```
<ext assembly="SEOChecker.Library"
type="SEOChecker.Library.XsltExtensions.MetaData" alias="seoChecker.MetaData">
```

8.7 Add the notfound handler

Add the following line to the **/config/404handlers.config** file, just before the **handle404** entry of Umbraco

```
<notFound assembly="SEOChecker"
type="Handlers.NotFoundHandlers.Inbound404Handler" />
```

8.8 Additional web.config configuration

Install the following HTTP Modules to the to the bottom of the **system.webServer/modules** section in your web.config file.

```
<remove name="SEOCheckerValidationqueueModule" />
<add name="SEOCheckerValidationqueueModule"
type="SEOChecker.HttpModules.ValidationqueueModule, SEOChecker" />

<remove name="SEOCheckerUrlModule" />
<add name="SEOCheckerUrlModule" type="SEOChecker.HttpModules.UrlModule, SEOChecker"
/>
```

8.9 Add the license file

If you've purchased a license for SEO Checker you can download the license from your our.umbraco.org profile and add it to the **/bin** folder of your Umbraco installation

9 Validation rules

9.1 Page validation rules

Validation error	Content	Template
Document contains broken links	x	X
Document contains broken media	x	X
Missing link title Attribute on a link	X	
Missing alt attribute on an Image tag	X	
SEO Description is empty	X	X
SEO Title is empty	X	X
SEO Title length longer than 65 characters	X	
SEO Description is less than 50 characters	X	
SEO Description is longer than 160 characters	X	
SEO Title is missing		X
SEO Description missing		X
Document contains multiple SEO Titles		X
SEO Description contains <umbraco:item		X
SEO Keywords contains <umbraco:item		X
H1 tag missing		X
Multiple H1 tags found		X
H1 tag is empty	X	X
Google Analytics code is missing on the page		X
Content of rendered page is empty		X
Document contains Lorem Ipsum test content	x	X
Document contains a lot of inline CSS code		X
Document contains a lot of inline Javascript code		X
Document contains a lot of HTML comments		X
Document contains a large initial viewstate		X
Broken CSS Stylesheet references		X
Broken Javascript references		X

9.2 Configuration validation rules

Validation error	Type
Homepage can be accessed by /default.aspx	Canonical issue
Homepage can be accessed by /rootnode url	Canonical issue
Page can be accessed using uppercase and lowercase characters	Canonical issue
Page with aspx extension is not redirecting to the page without file extension when the site is using directory url's	Canonical issue
Page without extension is not redirecting to aspx page when not using directory url's	Canonical issue
Page can be accessed with and without trailing slash when using directory url's	Canonical issue
Website can be access using www and non www url's	Canonical issue
Website is not setup for www, or non www hostname	IIS configuration issue
aspx	
Robots.txt file is missing	Search engine robot issue
Robots.txt is blocking crawling of the site	Search engine robot issue
Robot meta tag on homepage is blocking crawling of the site	Search engine robot issue
Friendly 404 error page is missing	General issue
Latest update is more than 1 month old	General issue
SEO Checker Data type is missing from the document type	General issue
No SEO checker configuration found for any document type	General issue

10 Troubleshooting

10.1 I don't see the SEO checker section

Make sure the package is installed correctly and you have access to the SEO Checker section in Umbraco.

10.2 I don't see the SEO checker dashboard

Make sure the package is installed correctly. Check manual installation of the package

10.3 Validation is reporting errors on the document.

Make sure the page doesn't contain errors in macro's and template .

10.4 Some pages don't get validated

Make sure the document has a template assigned.

10.5 I found a bug in the software

If you found a bug in the software, please take a look at our hotfix location http://hotfix.soetemansoftware.nl/SEOChecker/ to see if there is a hotfix available. If not please send us an email support@soetemansoftware.nl so we can fix the bug and create a hotfix for you.

10.6 I have another question

If you have a question please email us at support@soetemansoftware.nl we love to help you.